Conversation to Innovation

Museum of Anthropology

Frame One

The museum is at its most engaging when it is giving us an interactive experience

Frame Two

With all the travelling visitors, there is a desire for something to remember the visit by.

Frame Three

As an anthropology museum, its mandate is to give context on its artifacts, rather than simply display them as pretty objects.

Core Insights

01

For the visitor who yearns for a **memorable experience**, interactive discoveries like the drawers and bone box immerse them in the story that the artifacts tell, but this is lost when clues and identifiers are unclear.

02

The museum's intention is to offer context for the cultures it explores. MOA has become more informative yet what's left is the desire for a **deeper connection** to the artifacts.

03

Visitors, especially those who are travelling on trips, are looking for a **physical keepsake** that they are connected to from their experience at the museum.

Ideation Process

(other explored ideas)

More interactive ways of looking at art, similar to how the lever flips the art in bone box

In your immersive guide app, it navigates you to the different relevant artifacts. Once there, it's up to you to interact with the museum to discover them

story book:
- on the front page it includes a url of stories
- can include audio
- look for the artifact on the book in the museum

QR Code Ticket
The QR id is personalized, so when you scan it at different areas, it sill come up with information for you

In your immersive guide app, it navigates you to the different relevant artifacts. Once there, it's up to you to interact with the museum to discover them

Digital narrative guide, where they follow a certain indigenous person's story and are prompted to look at different artifacts connected to it

AI that can tell the context of what you are looking at when you take a picture of an object in a drawer

map of each section of the world and culture presented and adding sketches of the specific artifact to explore

glass drawer revealing what is already inside (maybe like fog glass for that discovery + subtle lighting)

Prompts on objects in the main hall that lead you to exploration in the distal exhibits

for the collection room, also offer slopes to guide the visitor down different sections

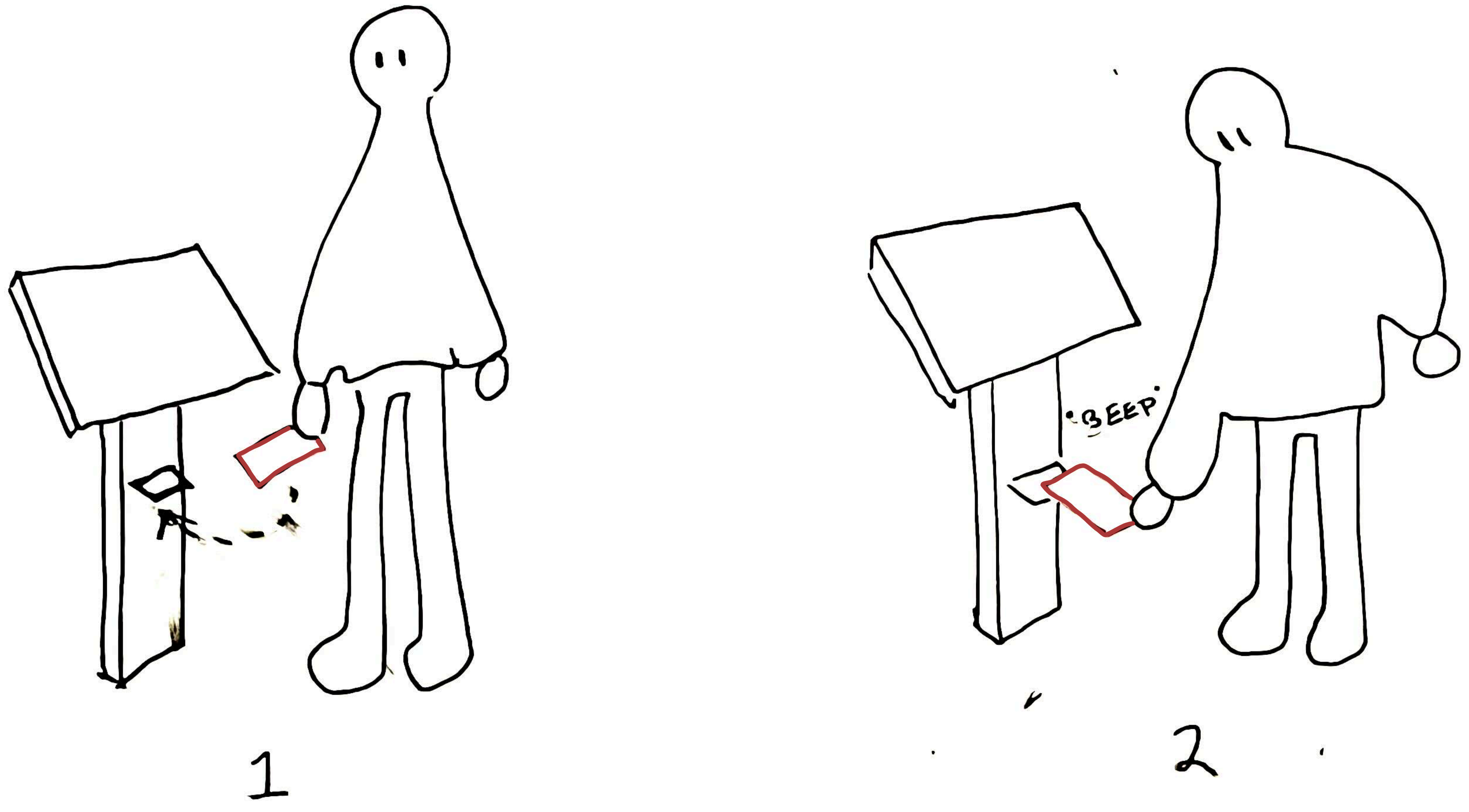
location and info and other context on card for different artifacts
nicely designed museum tickets with its personalized qr on it and then you can use that to dispense your card

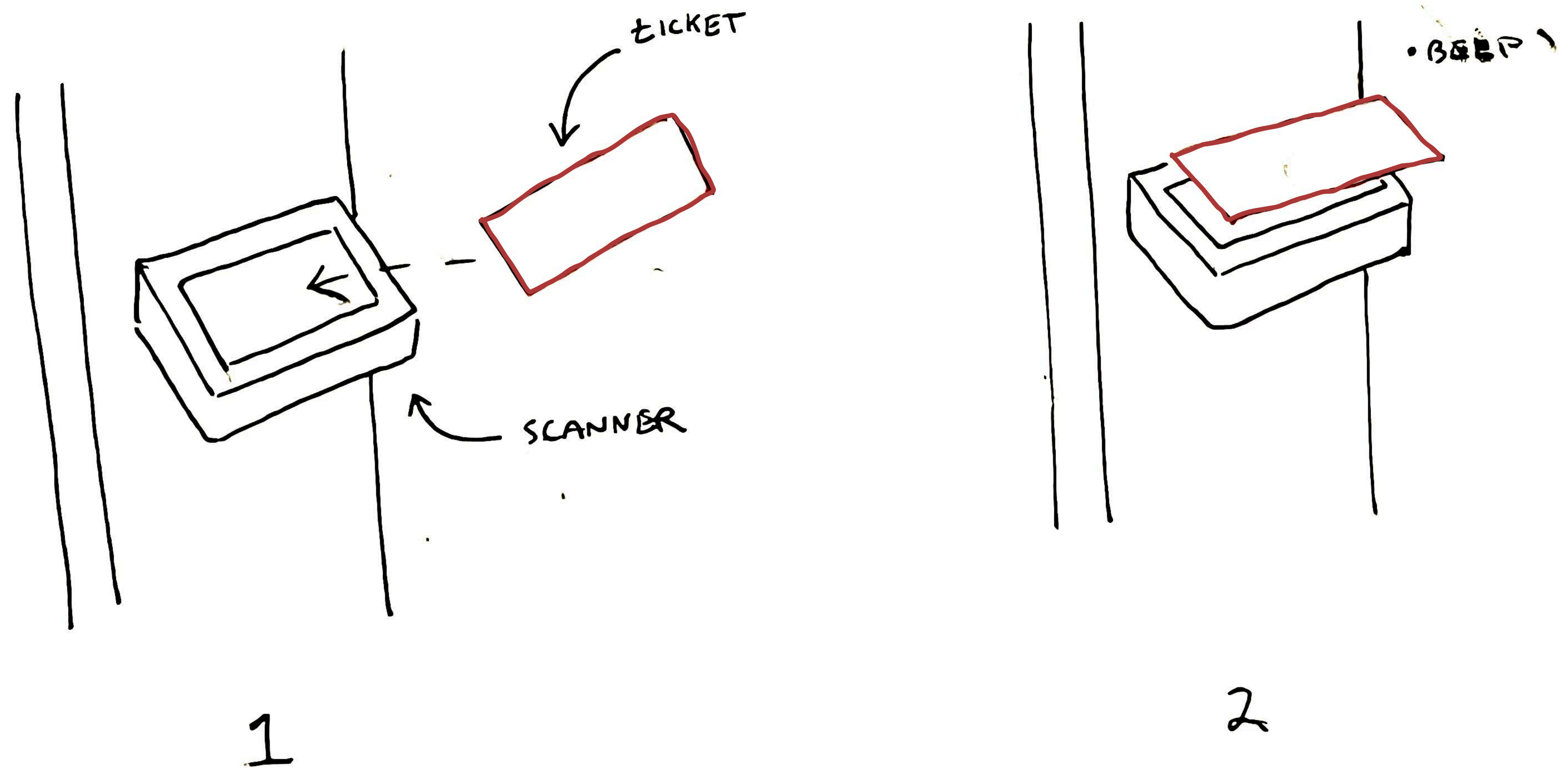
Interactive Discovery Panels

On our visit, we found the MOACAT panels to be very intriguing, but using them was clunky and didn't lead to much real context or information. This was also the case for other features, like the interactive map. We plan to overhaul this with a new unified system, which incorporates more panels like this throughout the museum.

Left And Middle: MOACAT Panel In The Multiversity Gallery

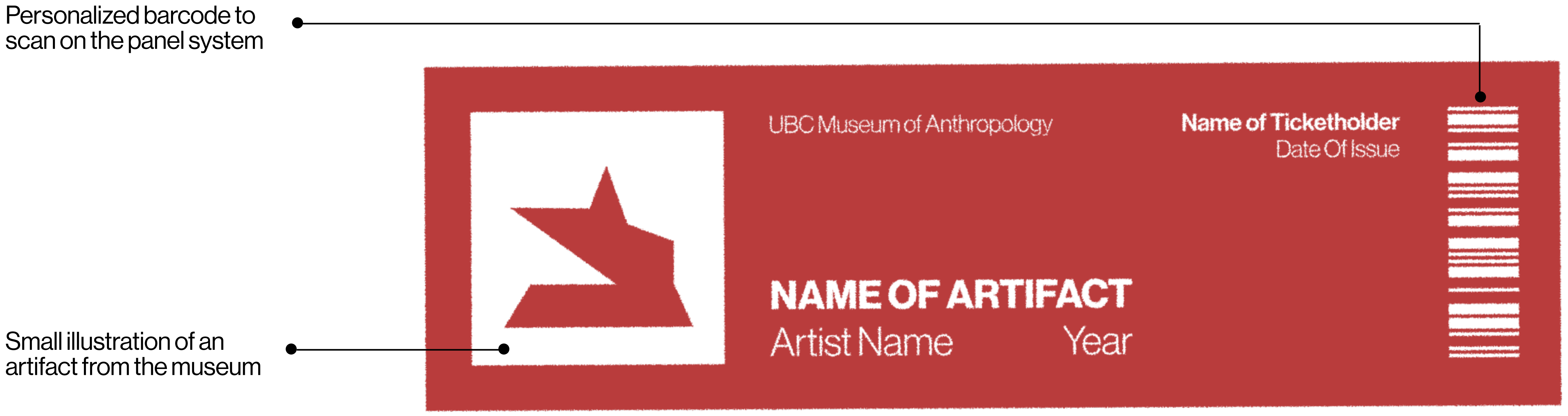
Right: Interactive Map And Its Panel





How it Works

The system starts with a paper ticket, which will replace the current system of stamps for knowing whether a person has paid or not. This ticket has a barcode which users will scan each time they use one of the panels. This barcode refers the panel to a personal user profile which will develop as the user explores the museum. Once on the panel, users will have the option to free browse or get area-specific recommendations. For example, if a user has shown interest in a certain culture while in previous areas, they will see recommended context reading and artifacts for this new one.



Personas

Connecting back to our user personas, for Owen (the university student who likes to skim through), he can choose the more guided options on the panels, and be directed to the most important focal points. Conversely for Rachel, the tourist who knows what she's interested in, she can search for it and then will be recommended more like it.

Insights/Themes

For one, we know the museum is very well designed in terms of creating atmosphere immersing the visitor with its architecture. This is why we decided to go with panels, as they are less dominating than a phone app that you always have with you. In terms of memorability, the unique profile means you aren't always following the herd, leading you to unique discoveries that are more intimate and special - and the ticket serves as a keepsake afterwards.

Core Exploration Loop

Action:	Explore, experience the museum	Tap into board for suggestions	Free browse or continue narrative, then see artifact recommendations	Discover the artifacts in the room, explore
Feeling:	Wonder, awe	Engagement, interest	Understanding, learning	Discovery, excitement
Thinking:	Where to go next, what should I see first?	Interesting, what can I learn from this?	I like this artist, I want to see more of what they've made.	Cool, this artifact's placard connects back to that one I looked at before
Connection to Insights:	Autonomous exploration: Not as dominating as having a guide on your phone, forces you to explore around	Interactivity: After the initial exploration, you have an interactive experience that keeps you feeling engaged in the narrative.	Context/Narrative: From the board, you get more suggestions and information about what you've been looking at and where to go next.	.Discovery: The board tells you what to look for in the area, and you go discover it yourself. More scanner features will give highlights or play audio in the scene.

Journey Brochure

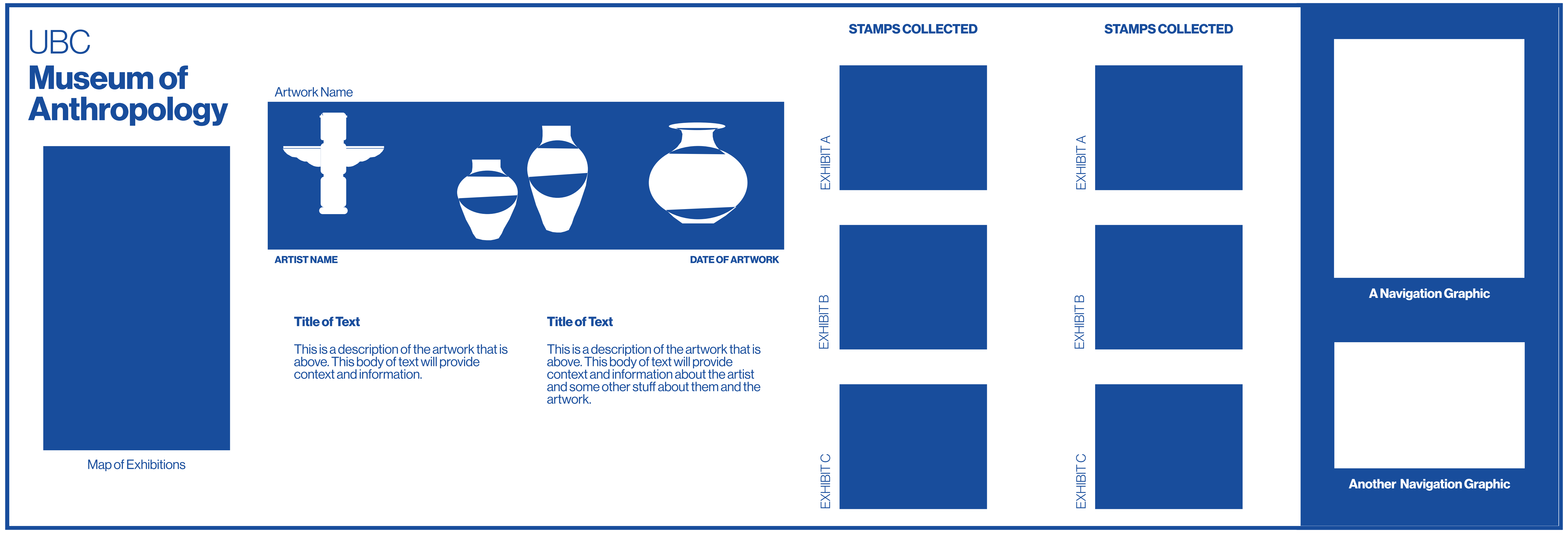
To create a more immersive experience for the visitors, the vision we had was to create a brochure that would serve the visitors as a guide. It will include stamping spots with contextual write-ups and small images and each stamp is created by the cultural artist connected to the artifact. These stamps would be stackable and as the visitors engage with a specific culture they would put together a cultural story from their brochure. When the stamps are completed, the design would feel like a discovery of new information from the culture the artifact came from.

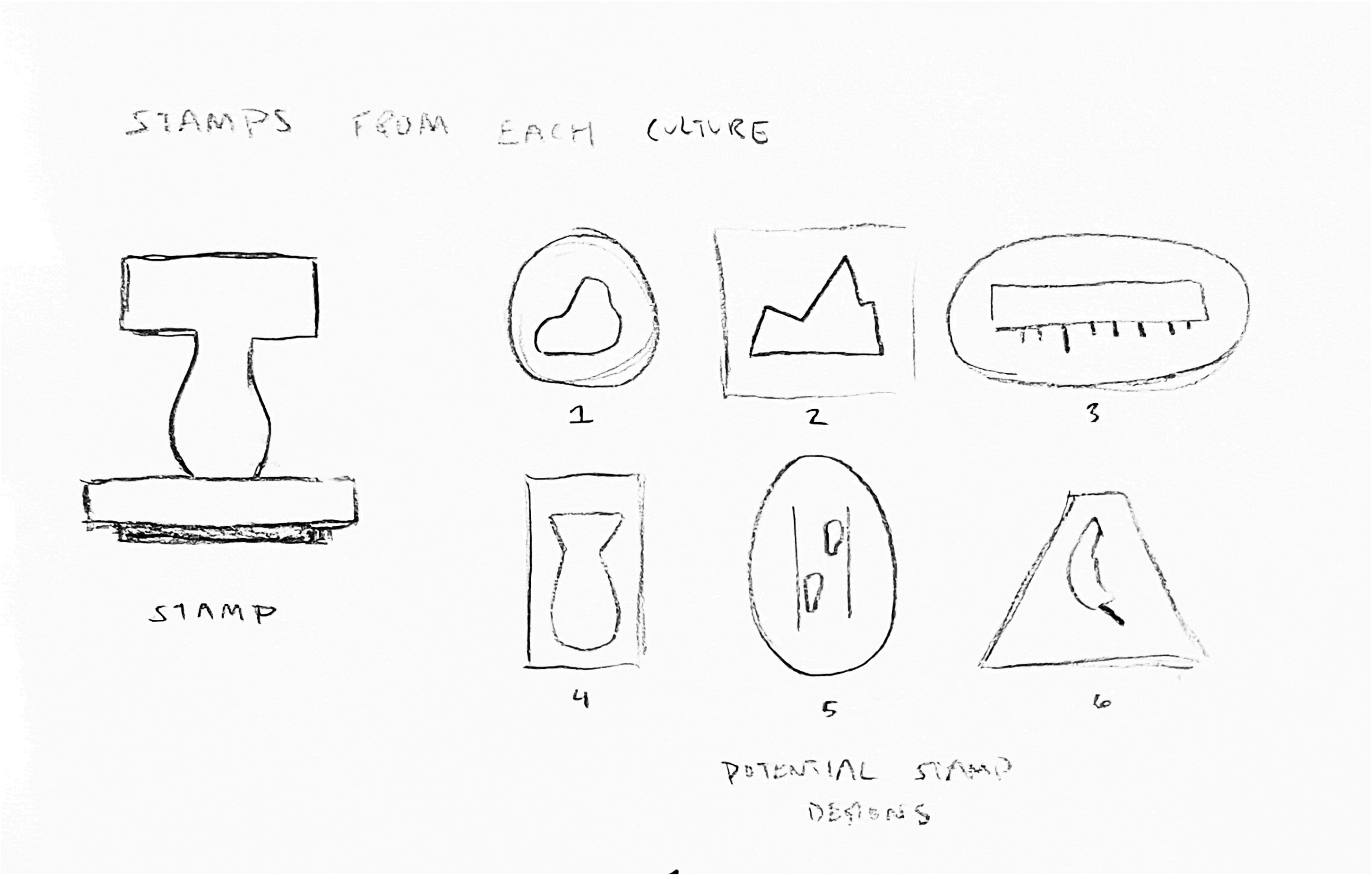
Left And Middle: Current MOA Exhibitions

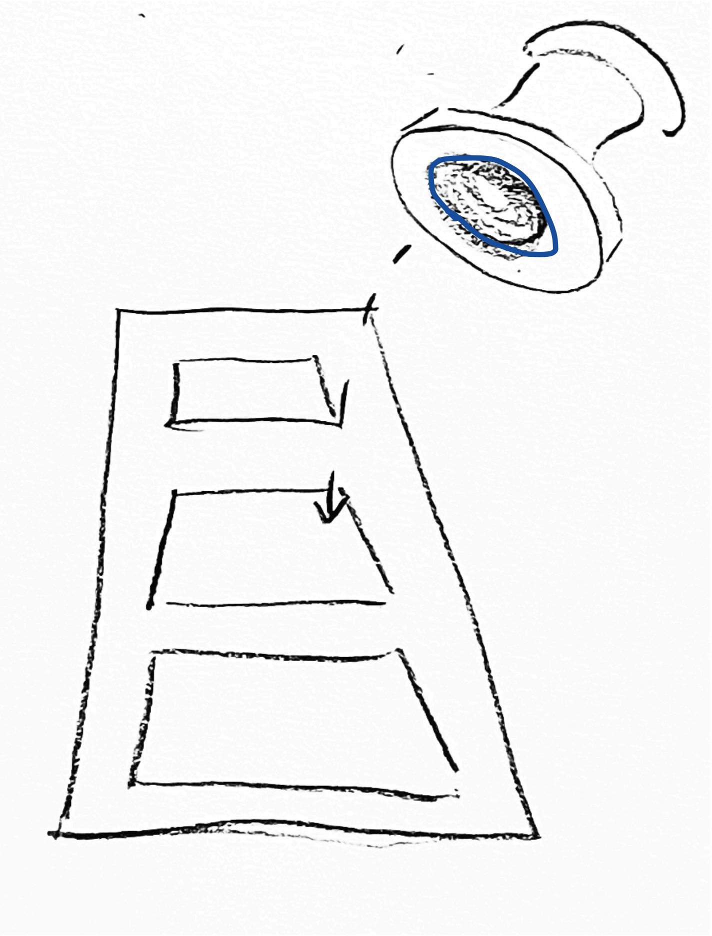
Right: MOA Past Exhibitions

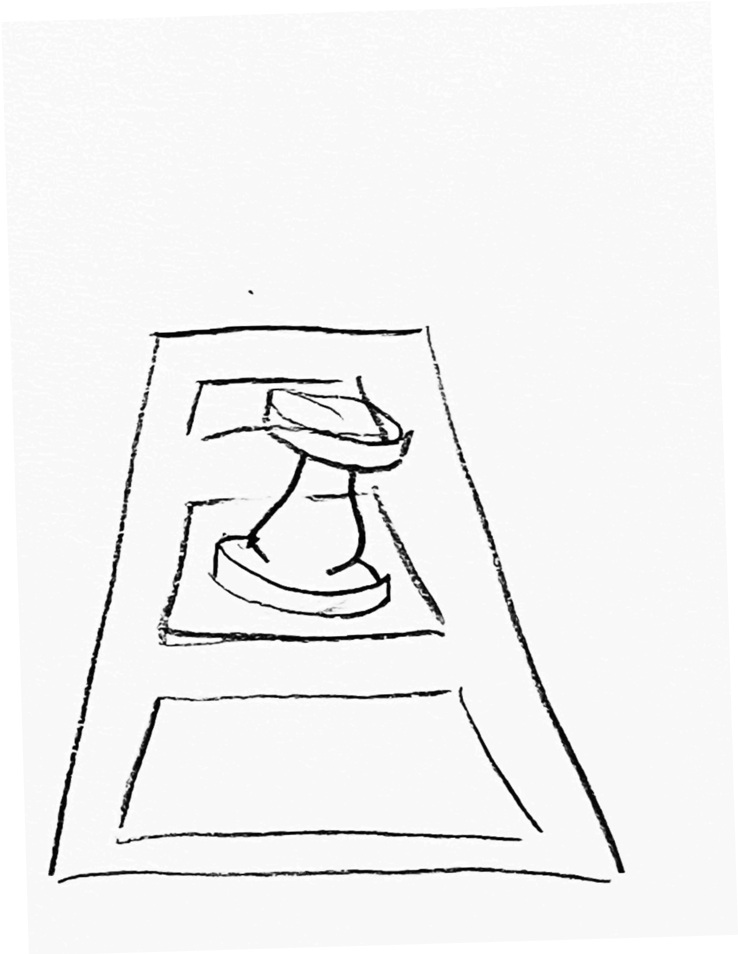
Brochure Features

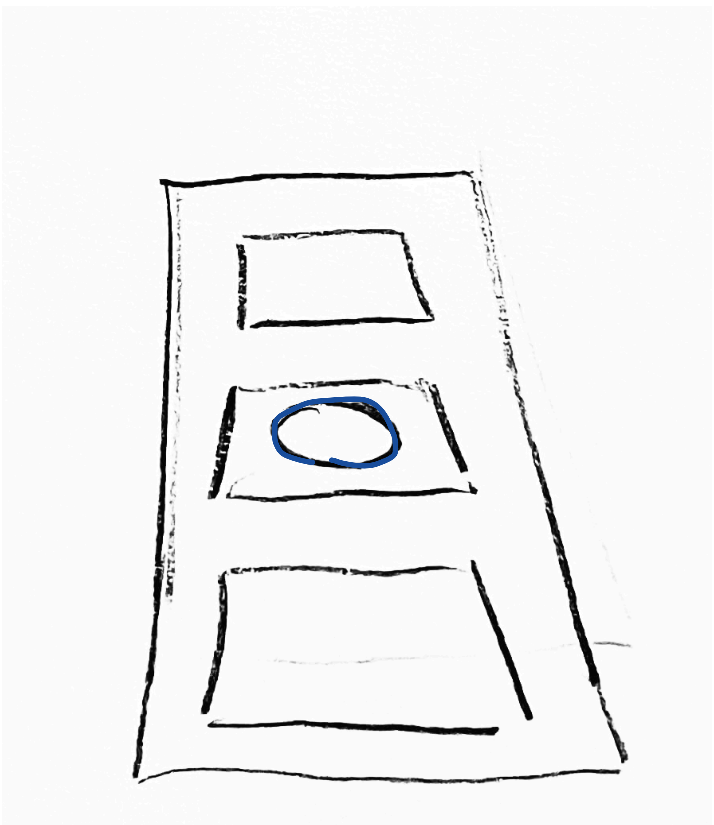
The brochure is designed to have a clear starting point, making sure for the visitors to discover each and everyone of the interesting artifacts. This is so that during their visit they would be motivated to go through each room. When finding the stamp stations near the artifacts, it establishes active exploration. As this process naturally leads the visitor to want to discover and learn more information.











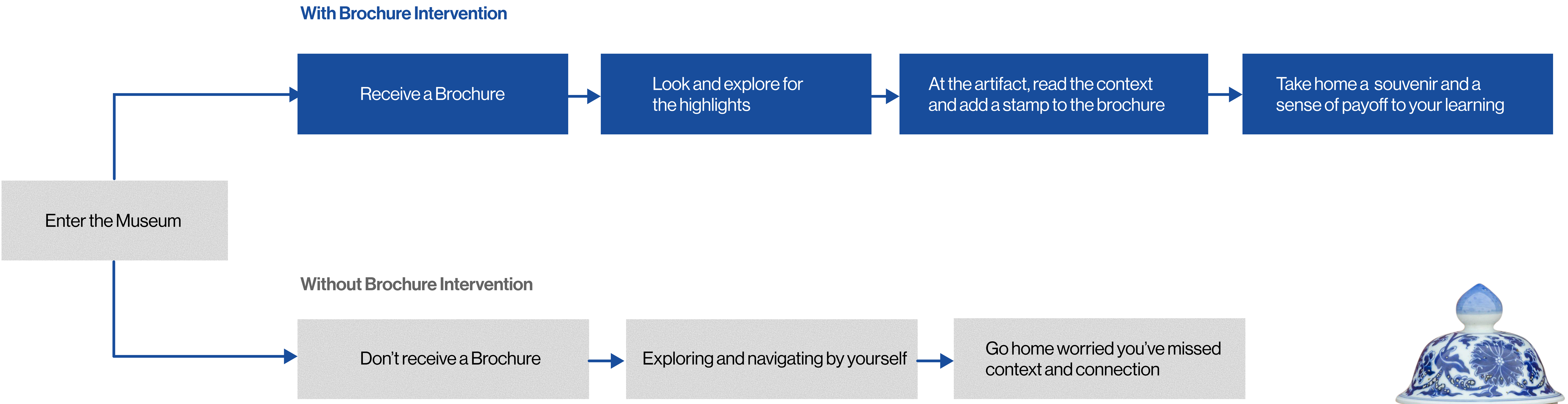
Personas

For our user personas, Owen and Rachel, demonstrates the different ways the brochure system would be used in their journey. In Owens' case, who prefers a quick overview of everything would use the brochure for a clear path and simplify his discoveries of the museum. While Rachel would use the brochure as a reference to her specific interest making it faster for her to find what she is drawn to. After she's seen what she wants, it encourages her to branch out.

Insights/themes

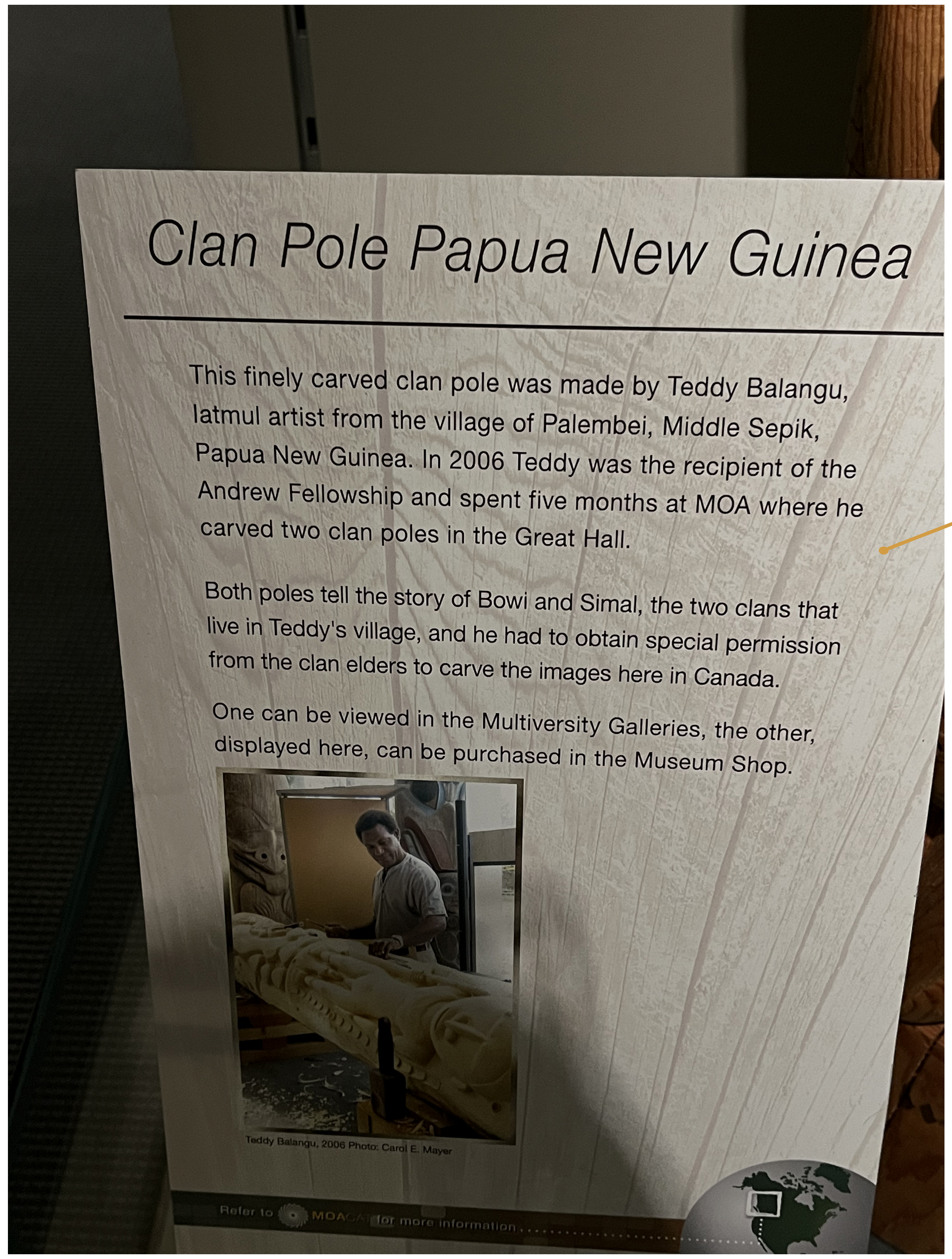
As we think of a way to incorporate the visitors' needs which were to have a physical object to have as a souvenir. Which led us to create a stamping system for the brochures to be able to take home in the end. This makes an exciting way for the visitors to engage with the museum and be able to remember what they have learned during this process. Furthermore, the brochure provides immediate context with the convenience of the information panel being next to the stamp station drawing their attention to the context of the artifact.

Comparing User Journeys



Visual Language Overhaul

Perhaps the area most symptomatic of our underlying problem framings around lack of context is the Multiversity Gallery. However, one part stands out against this - a series of displays with pink text on them. Looking at them, you immediately know what is part of this culture and what is not. Based on this strength, our third concept, an enhanced visual categorization system, would attempt to increase consistency and encourage connection-making between different pieces.



Generic look, however the mini-map is a helpful addition

Unique color, thematic text stylings, graphic elements

The Design

Bold bright text in an earthy light room is what brings the visitor towards the exhibit. Directing the focus on the artifacts themselves, the design brings context while framing a subtle path to follow. It organizes the cultures and geography, bridging connections and a narrative. Summary cards will be offered at the head of each path to offer insight along with a symbol for recognition.

Summary cards for offer context at the start of the journey

Personas

For Owen, the context cards will give him some guidance as to what's important for the different cultures, and the organization will make the museum more approachable. For Rachel, the visual language allows for easier identification of the cultures she's interested in when she enters different rooms.

Insights/themes

The color and iconographical indicators help to increase context by empowering the visitor to build connections in their mind. For example, when they see blue in an area, they readily link what they're looking at back to other artifacts, putting it in context and building a larger narrative. This connects to our thoughts about not being prescriptive, as it is very unobtrusive and subtle. Lastly, the context cards make for a keepsake to take with you.

The User Journey

	Step 1	Step 2	Step 3	Step 4
Standard Journey:	Enter, walk down the main hall	See something interesting, read the placard	Go to a new area, read more	Continue on in this way
Effects of the Intervention:	See the color coding and iconography, brain takes note of it.	Build context connected to that placard's color and iconography	Recognize a color - find something from a culture you've seen, its narrative develops in your mind.	Leave with more meaningful context and understand how artifacts relate to each other.

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